

Quarterly Report

July – September 2025

INSIGHT – PERFORMANCE - INNOVATION


healthdirect
Australia



Healthdirect Australia report

July – September 2025

In this report we share insights drawn from operational service usage, consumer research and system data to show the opportunities, benefits and applications that analysis from our data has revealed.

Updates from a range of our strategic plan initiatives for FY26 are profiled from across our service portfolio to illustrate our progress against key focus areas including; removing barriers to access care, connecting the health system, driving measurable value, and partnerships and projects that support innovation at scale.

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Key service performance measures

July – September 2025

Service: HIAS			
Metric description	Q1 FY2026	Q4 FY2025	
Call volume (calls received)	366,047	355,761	
Answer calls within 20 seconds. Target 80%	68.6%	66.5%	
Consumer satisfaction; target 95%	88%	89%	

Service: HIAS Digital			
Metric description	Q1 FY2026	Q4 FY2025	
Website volume	10,380,011	10,692,250	
Symptom Checker accessed (landing page)	684,866	787,117	↓
Symptom Checker started (first question)	473,452	471,293	
Symptom Checker completed triages	74.2%	71.2%	

Service: Pregnancy Birth and Baby			
Metric description	Q1 FY2026	Q4 FY2025	
Call volume (calls received)	9101	9497	
Grade of service	80.6%	79.6%	
Customer satisfaction (95%)	95.6%	97%	

Service: Medicare Mental Health			
Metric description	Q1 FY2026	Q4 FY2025	
Volume of referrals	1,315	1,287	

NHSD			
Metric description	Q1 FY2026	Q4 FY2025	
API Calls NHSD (excl Service Finder)	8.05M	9.38M	
Service Finder sessions (Aus)	2,728,856	2,993,544	↓

Virtual GP			
Metric description	Q1 FY2026	Q4 FY2025	
Call volume (referrals received)	22,308	22,280	
Higher acuity – call back within 30 minutes	72%	76%	
Lower acuity – call back within 2 hours	45%	53%	↓

Service: Video Call			
Metric description	Q1 FY2026	Q4 FY2025	
System availability (99.95%)	99.94%	99.98%	
Facilitated consultation volume	450,734	387,459	↑

Service: My Aged Care			
Metric description	Q1 FY2026	Q4 FY2025	
Call volume (calls received)	609,280	589,660	
Answer within 60seconds - Consumer Line	33	44	↓
Consumer Satisfaction (95%) - Consumer Line	93.7%	94.1%	

- (1) Quarterly variance of +/- 5% is indicated with ↑ ↓. Stable indicated by no arrow.
- (2) These measures are the primary service measures specified in the funding contract. Healthdirect monitors a broader range of measures in operations and periodically assess the most appropriate measures to be highlighted in service reports and considered during contract renewals.



Insights

This section shares what Healthdirect is learning from our data, operational service usage and from initiatives where we have engaged consumers through qualitative research. These insights aim to inform service improvement and design – for our own services and for the broader health system.

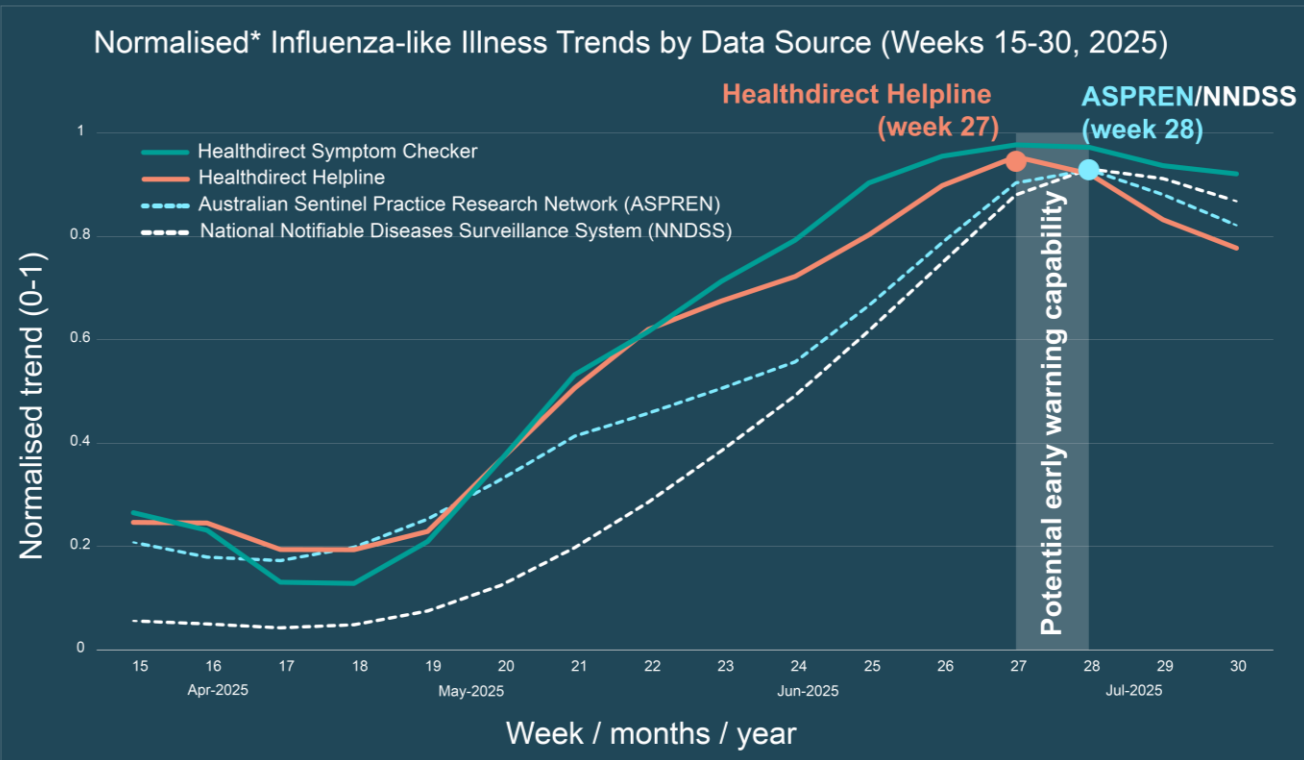
1. Data insight | Healthdirect data informs national respiratory surveillance reporting
2. Service insight | Supporting the health system to measure and report on its climate impacts
3. Service insight | Virtual Front Door begins to show potential

1. Data insight | Healthdirect data informs national respiratory surveillance reporting

We have collaborated with the Interim Australian Centre for Disease Control to include Healthdirect data in national syndromic surveillance reporting. Surveillance reports are critical in monitoring the distribution of acute respiratory illness in the community and are used to directly inform public health action.

Community surveillance tracks respiratory illnesses, offering data on reported symptoms, testing, and impacts. Notified laboratory infections represent only a portion of total cases. Healthdirect data helps fill gaps and both the helpline and Symptom Checker reflect established syndromic patterns.

Healthdirect Helpline peaks one week earlier than ASPREN and NNDSS, indicating potential early warning capability



*Min-Max Normalization approach applied

Healthdirect Influenza Like Illness (ILI) Screening Definition: Patients with at least one of the following symptoms: Fever, Cough, Headache, Sore throat, Chills, Rigors, Myalgia, Coryza, Fatigue, recorded as an initial symptom in the clinical decision support symptom.

Using Healthdirect data, the Australian Respiratory Surveillance Report features:

Tracking influenza-like illness (ILI) trends

Healthdirect helpline and symptom checker data track trends in influenza-like symptoms and shows a peak before ASPREN (primary care) and NNDSS (laboratory notifications), indicating potential value as an early warning system. Referral outcome data also helps to assess illness severity and better anticipate healthcare resource needs such as workforce capacity planning.

Geographic coverage for syndromic surveillance

The Healthdirect helpline and symptom checker cover nearly all Australian postcodes. This wide reach supports fairer, more effective surveillance and targeted public health responses.

Real-time, continuous data for early detection

The 24/7 nature of Healthdirect's services allows for continuous, real-time data collection. This volume of data enhances the timeliness of surveillance reporting and supports early detection of respiratory illness trends, which is critical for outbreak response and planning.

2. Service insight | Supporting the health system to measure and report on its climate impacts

In September, we launched our carbon emissions tool, which comprises a framework, calculator and emissions factors intended to improve the health sector's impact on the environment. The tool is freely available to governments and the health sector.

Healthdirect calculated its virtual health emissions impact and found that of the 1.4 million calls triaged in 2024-25, 76% of callers analysed reported they would have visited a health clinic if they had not contacted Healthdirect.

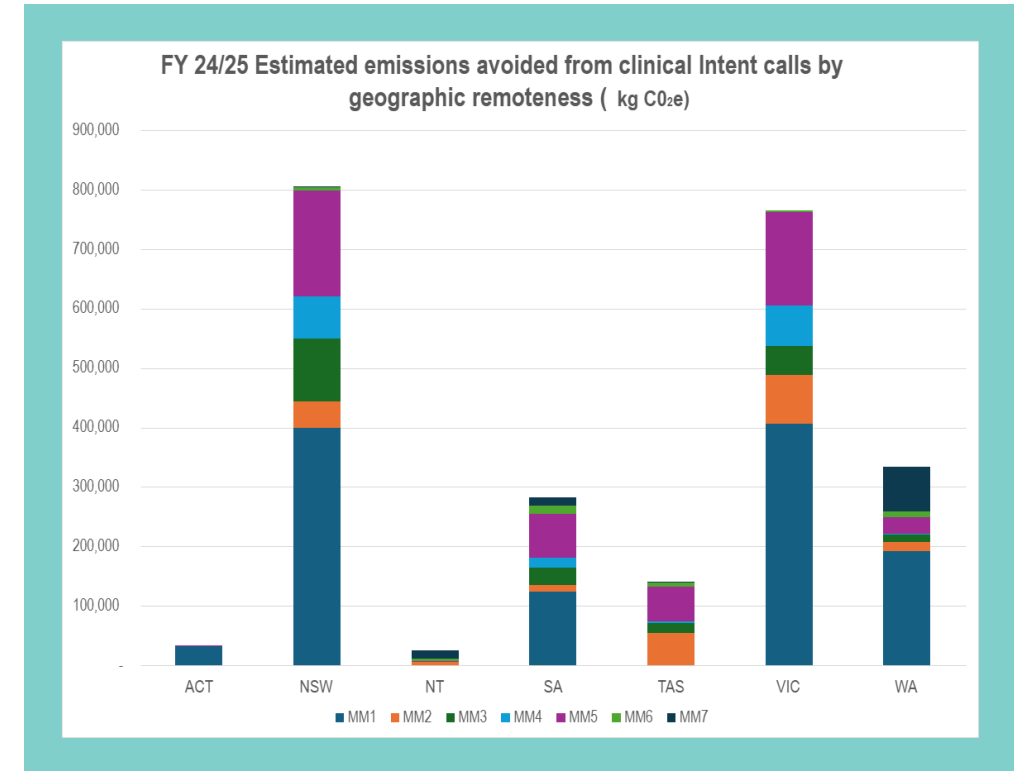
From this we can estimate the emissions avoided by needing to travel to seek healthcare, based on geographic variations.

For example, NSW has the largest state-based population, accounting for 31% of Australia. NSW consumers are also the largest users of our service, accounting for 38% of all calls triaged.

This proportion aligns with the finding that they account for 33% of the emissions avoided by using Healthdirect (triage calls).

Other jurisdictions' call volume and avoided emissions also reflect their population share. When the emissions are weighted to population density, we see that very remote (MM7) WA and SA have highest contribution to emission avoidance per call, followed by MM5 in most jurisdictions. Urban Metro (MM1) on a population weighted basis contributes the least, reflecting the shorter travel distance to access care.

In addition to providing greater access to care in regional areas, virtual care options deliver environmental benefits, as showcased in this analysis. This is particularly valuable in countries like Australia where the health system spans a vast geography.



Healthdirect triage calls* avoided: 2.4kt CO₂e - an average of 3.07kg per call.

The annual estimate is equivalent to the emissions of:

- 16,147 economy passenger flights between Sydney and Melbourne
- 347 driven laps around Australia

** with a stated clinical intent

3. Service insight | Virtual Front Door begins to realise potential

Healthdirect helps consumers who are not sure what type of medical attention they need to get the right care, first time through a virtual front door model.

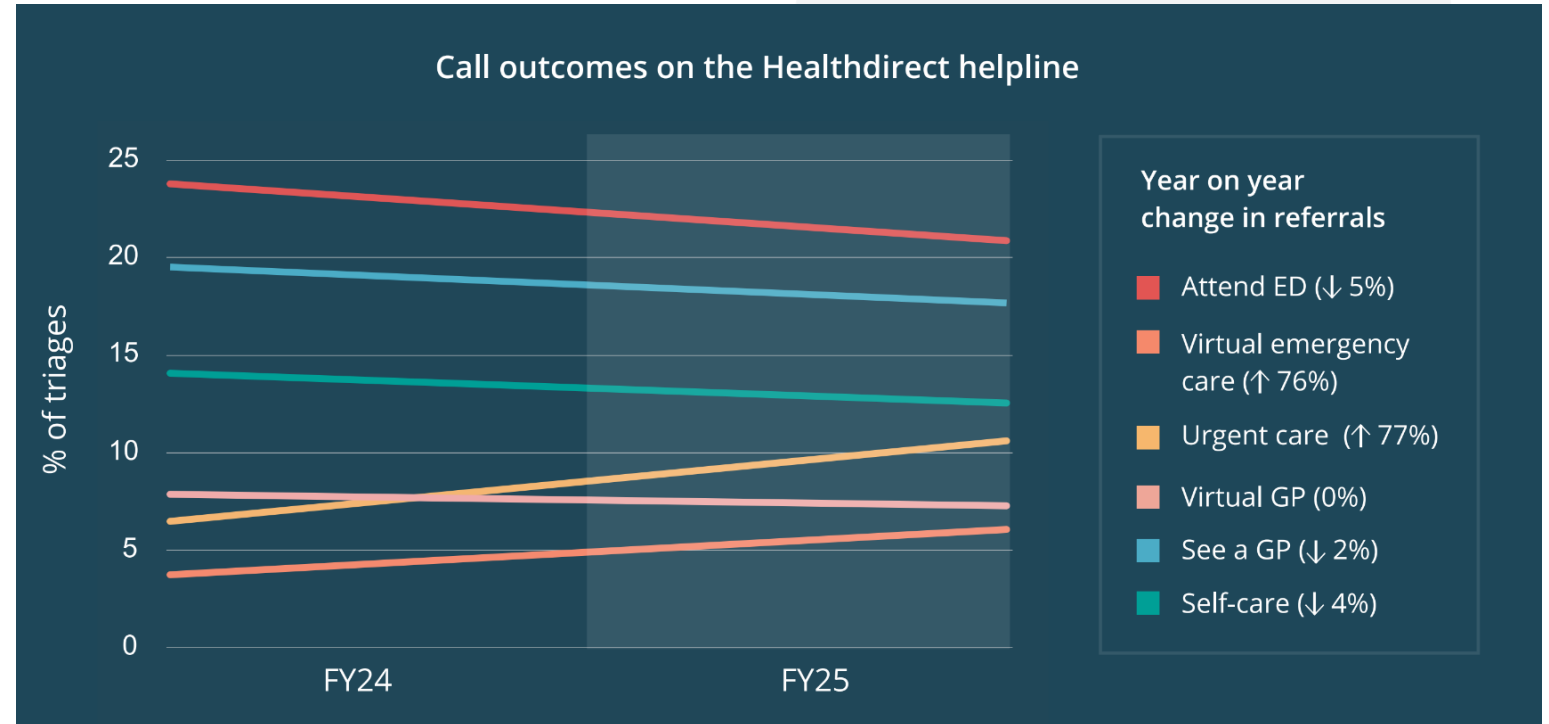
This model appropriately distributes demand across the health system, improving consumer experience, and reducing pressure on emergency departments.

In FY25, our health advice and triage service received 1.4 million calls, with nurse triage required on 74% of calls. Our online Symptom Checker was accessed 2.4 million times. On both channels, consumers are recommended the most appropriate, and available care option for their situation.

The virtual front door model is fully operational in four states – New South Wales, South Australia, Victoria and Western Australia.

The model shows decreased referrals to emergency departments of 5% as more options become available to consumers via the Healthdirect helpline.

This means Healthdirect is increasingly able to get consumers to the right care, first time.



This graph shows the linear trends on the Healthdirect helpline across FY24 and FY25 appropriately distributing demand as more care options become available to consumers.



Corporate initiatives

After-hours GP access for Tasmanians

Successful transition to Healthdirect's virtual GP service ensures ongoing after-hours access to care

Initiative overview

In line with the Commonwealth policy to reduce duplication in the health system and use Healthdirect's infrastructure where possible, Tasmania recently transitioned to Healthdirect's after-hours virtual GP service.

This safety-net service is already available in all other states and territories. Eligible consumers may access a virtual GP via a triage with a Healthdirect nurse. The nurse will recommend the most appropriate care needed which may include a virtual (video or phase) call-back from a Healthdirect GP.

Objectives

- Aligning Tasmania with the national Healthdirect service supports a more sustainable, integrated, and comprehensive model of after-hours care.

- Maintain continuity of care and reduce unnecessary pressure on emergency departments by providing appropriate community-based support.
- Reduce pressure on emergency departments by reducing unnecessary emergency department presentations.

Approach

In partnership with the Commonwealth Department of Disability and Aged Care, Tasmania Health and Tasmania Primary Health Network, we aligned Tasmania with the national Healthdirect service model of comprehensive model of after-hours care.

This included developing pathways for free after-hours medical support, access to registered nurse, offering escalation to GP within 24 hours if a nurse deems the caller eligible.

The transition also included mapping the scope of the outgoing service to ensure the needs of consumers and healthcare professionals were accommodated under the new service arrangements.

Status

- Implemented



ePrescriptions and medical certificates can be issued when required



An SMS with a link to the summary is sent to the consumer



An upload of the event summary is sent to the My Health Record and an encounter summary is sent to the consumer's regular GP via secure messaging

Strategic plan alignment >>

This initiative aligns to the Strategic Plan as indicated by **green >>**



Priority 1
Access to care



Priority 2
Connected system



Priority 3
Measurable value



Enabler 1
Accelerate innovation



Enabler 2
Data & Insight partnerships



Enabler 3
Scalable operations

Services:
Healthdirect, Virtual GP

Establishing our Consumer Engagement Group

Bringing the voice of the consumers into our work

Initiative overview

The Consumer Engagement Framework sets out that Healthdirect will establish a Consumer Engagement Group (CEG) for consumers to inform our decision making. This supports delivery of the Strategic Plan which states that service design and improvement should be driven by consumer insights and feedback.

The 170 consumers from across Australia have now joined our CEG, following outreach across September. This includes people from priority groups such as culturally and linguistically diverse communities, people over 65, people living with a disability and those living in regional and rural areas.

The consumer engagement group can support development of consumer-centred health services, policies and decisions. It provides an always-on pathway to engage

consumers across all service optimisation and development initiatives and importantly, offers consumers the opportunity to help improve Australia's health system.

Objectives

- Establish a consumer engagement group and supporting processes so that consumers are involved in the governance, design, improvement and evaluation of our services

Approach

- Development of internal policies and processes to support effective engagement including reimbursement, confidentiality, privacy policies
- Invite consumers to be part of the Consumer Engagement Group through communication on social media, information partner channels, consumer peaks and PHNs

- Identify committees and design opportunities for consumers to participate
- Develop a toolkit to support consumer engagement, including onboarding and communication artefacts, facilitation tools, engagement surveys
- Collaborate with internal stakeholders to prepare and facilitate consumer engagement and incorporate feedback into service delivery
- Appoint a Consumer Engagement Manager who will be responsible for coordinating consumer participation activities
- Expressions of Interest to join the group remain open, with information on [how to register](#) on our website

Status

- Launched, ongoing

Help shape the future of health services

Join our Consumer Engagement Group webinar

- Meet the Healthdirect Australia team and hear more about the group
- See examples of how we've started working with consumers
- Ask questions and share your thoughts



Strategic plan alignment >>

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Enabler 1
Accelerate innovation



Enabler 2
Data & Insight partnerships



Enabler 3
Scalable operations

Services: Healthdirect helpline, website, Service Finder and Symptom Checker, Virtual GP, National Health Services Directory, Head to Health

This initiative's impact goals are:

By June 2026, consumer perspective embedded in every point of service design, delivery and evaluation through appropriate method; consultation, co-creation, co-design, user testing.

Upgrading our Content Management System

Optimising digital service delivery and access to health information

Initiative overview

Healthdirect is replacing its legacy Content Management System (CMS) which has reached end of life and will lose database availability after February 2027. With vendor support ended, this transition safeguards business continuity and mitigates operational risks. The migration is scheduled for completion in the second half of FY26.

The new CMS is a foundation for delivering health through core digital channels, including 1800MEDICARE and the national Virtual Front Door. It will optimise digital service delivery by maintaining trusted, accessible health information for millions of Australians.

Objectives

- Migrate to a modern CMS to retain core

features, boost reliability, and support growth

- Guarantee continuous access to trusted health information for Australians
- Deliver secure, resilient digital infrastructure that adds measurable value

The new platform will:

- Support growing demand from the 1800MEDICARE expansion
- Scale for campaign and health response surges
- Enable targeted messaging for priority groups nationwide
- Test content performance to guide improvements
- Leverage new technologies as opportunities arise

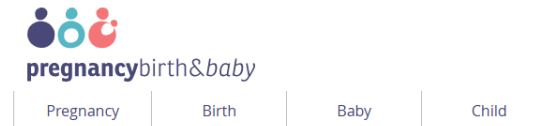
Approach

- Partnering with integration partner.

- Success depends on contributions from Technology, Content, Information Management, CX, Service Delivery, Marketing & Comms, Clinical Governance, Privacy, Security, and Commercial teams.
- A hybrid model combines waterfall for commercials, scope, architecture, and design, with agile sprints for build, integrations, migration, and QA. Oversight is provided by a Steering Committee and strong governance.

Status

On track for build, migration, quality assurance and staggered releases by June 2026.



Strategic plan alignment >>

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Priority 1
Access to care



Priority 2
Connected system



Priority 3
Measurable value



Enabler 1
Accelerate innovation



Enabler 2
Data & Insight partnerships



Enabler 3
Scalable operations

Healthdirect helpline, website, Pregnancy, Birth & Baby

This initiative's impact goals are:
By Dec 2026, the new CMS solution will feed high quality information across all digital and telephony services.



Company news



Nomination for CIPS Awards

Our procurement team was shortlisted for the prestigious Chartered Institute of Procurement & Supply (CIPS) Awards in the Best Approach to Risk Mitigation category. By strategically delivering on critical executive and board commitments, such as implementing our new operating model and establishing robust third-party risk management, this has demonstrated procurement's essential role in driving organisational effectiveness.

Tim Carroll, Head of Commercial also participated in a panel discussion on the strategic role of procurement at the CIPS Australia & New Zealand Procurement Futures Conference.



Positive Media Sentiment

From July to September 2025, there were 107 articles in the media with positive sentiment about Healthdirect.

This positive sentiment positions Healthdirect as a trusted and well-regarded service and enhances our reputation as a reliable and effective provider of health services.

Positive media sentiment contributes to strong trust and confidence in Healthdirect as we head into 2026.



Consumer Engagement Framework

We launched our [Consumer Engagement Framework](#) which defines our commitment and guides us in working with consumers and carers to plan, design, deliver, and evaluate services that meet their needs.

It sets out that Healthdirect believes that consumers who are affected by a decision about the services we offer have a right to contribute to the service development process, and that consumer contributions will influence our decisions and service delivery.



Future of Mental Health Services

Catherine Goodwin, Mental Health Clinical Lead, presented at theMHSConference2025 #Envisioning2050 'Towards a Better Mental Health System.

She showcased how amplifying the impact of our clinical workforce through digital innovation can make mental health support more accessible, scalable and sustainable for all Australians.



MedInfo conference

Our team contributed to global insights and best practice that improves the experience and efficiency of consumers' access to care at the MedInfo conference in Taiwan. Our Information Manager, James Humffray demonstrated the power of our knowledge graph in shaping content discovery and search and personalisation, and its intersection with data quality and governance, machine learning and AI. Rachel De Sain, Sustainability Director showed that virtual health services can reduce the health sector's contribution to climate change using Healthdirect's own data. Both presentations illustrated how, as the national government-funded virtual health provider in Australia, we are making meaningful change in healthcare systems and outcomes.



HIC conference

CEO Bettina McMahon participated in a panel discussion facilitated by Dr Norman Swan to share thoughts on the mountains being climbed in the digital health and innovation space.

Medical Director, Dr Darran Foo was awarded the best academic paper at HIC, sharing findings from our exploratory study: A Comparative Analysis of AI Scribes versus Human Documentation in Simulated General Practice Consultations. GM Delivery & Engagement, Petra Milnes presented on what a virtual front door could look like for Australia. Chief Insights Officer Mitch Burger and Evaluation & Health Outcomes Manager Zhixin Liu presented on how we are advancing healthcare innovation through secure, responsible data use.



AWS Public Sector Summit

CEO Bettina McMahon gave a keynote on how Healthdirect is delivering practical insights and transformative solutions to meet consumer needs and contributing to an effective and sustainable health system.

Engineering Lead, Francisca Munhoz presented on Securing healthcare in the digital age and how regulated healthcare organisations can enhance cybersecurity using AWS solutions.



Tech in Gov

Deputy CEO Adj. Assoc. Professor Travis Hodgson spoke on a panel on bridging the accessibility gap - virtual care for all Australians.

GM Strategy and CX, Karen Gallagher spoke on a panel on the future of CX - Innovating for seamless, personalised public service.

Chief Insights Officer, Mitch Burger spoke on a panel on enhancing syndromic surveillance by leveraging investments in national digital health infrastructure.